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a) determining a position and a direction of travel of a mobile vehicle using a position and direction determination system, said vehicle having a changeable display viewable by an audience external to said vehicle;

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b) selecting content from multiple items of content stored on board said mobile vehicle, wherein said content is selected according to said position and said direction of travel; and

c) displaying said content selected in said step b) on said changeable display.

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11. The method as recited in Claim 10 wherein said position and direction determination system comprises a digital compass adapted to determine said direction of travel using said GPS information and a satellite positioning system adapted to determine said position using said GPS information.

15. A method of dynamically targeting content according to location-based information, said method comprising the steps of:

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a) loading multiple items of content into a storage unit on board a mobile vehicle;

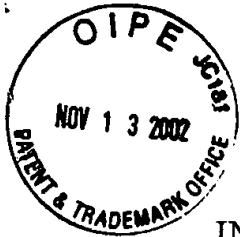
b) selecting an item of said content according to a position and a direction of travel of said mobile vehicle and a time of day, said position and said direction of travel determined using a position and direction determination system; and

c) displaying said item of said content on a changeable display viewable by an audience external to said mobile vehicle.

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18. The method as recited in Claim 17 wherein said position and direction determination system comprises a digital compass adapted to determine said direction of travel using said GPS information and a satellite positioning system adapted to determine said position using said GPS information.

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VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE CLAIMS

Claims 8, 11, 15 and 18 have been amended as follows:

8. (Once Amended) A method of dynamically targeting content according to location-based information, said method comprising the steps of:

a) determining a position and a direction of travel of a mobile vehicle using a position and direction determination system, said vehicle having a changeable display viewable by an audience external to said vehicle;

b) selecting content from multiple items of content stored on board said mobile vehicle, wherein said content is selected according to said position and said direction of travel; and

c) displaying said content selected in said step b) on said changeable display.

11. (Once Amended) The method as recited in Claim 10 wherein said [mobile vehicle comprises a] position and direction determination system [comprising] comprises a digital compass adapted to determine said direction of travel using said GPS information and a satellite positioning system adapted to determine said position using said GPS information.

15. (Once Amended) A method of dynamically targeting content according to location-based information, said method comprising the steps of:

a) loading multiple items of content into a storage unit on board a mobile vehicle;

b) selecting an item of said content according to a position and a direction of travel of said mobile vehicle and a time of day, said position and said direction of travel determined using a position and direction determination system; and

c) displaying said item of said content on a changeable display viewable by an audience external to said mobile vehicle.

18. (Once Amended) The method as recited in Claim 17 wherein said [mobile vehicle comprises a] position and direction determination system [comprising] comprises a digital compass adapted to determine said direction of travel using said GPS information and a satellite positioning system adapted to determine said position using said GPS information.